



CITY OF OMAHA CLASS SPECIFICATION

CLASSIFICATION TITLE: GRAPHIC DESIGNER

BARGAINING UNIT: CIV MANAGEMENT **CODE NUMBER:** 0598

PAY RANGE CODE: 7.1 MC **REVISION DATE:** 2/14/16

NATURE OF WORK:

The work of this classification involves the creation of all in-house graphic design projects from concept to completion. The individual in this position will effectively meet deadlines while maintaining creative quality. An incumbent in this position exercises considerable independence in the performance of duties and responsibilities and receives general guidance from a superior.

ESSENTIAL FUNCTIONS: *(Any one position may not perform all the duties listed, nor do the listed examples include all the duties that may be performed in positions allocated to this class.)*

Designs print and digital promotional pieces including advertisements, eBlasts, eNewsletters, brochures, invitations, letterhead, envelopes, maps, signage, and fact sheets.

Designs and customizes sales materials.

Designs and creates a variety of convention sales collateral including airport signage, restaurant clings, buttons, stickers, and banners.

Oversees and participates in the design and layout of all print materials and publications.

Coordinates and gathers all print quotes.

Conducts press checks to ensure quality and accuracy.

Creates and implements all new website design and content utilizing a Content Management System (CMS).

Utilizes the email marketing platform to create and distribute promotional materials and track results.

Uploads all created content to digital platforms including airport advertising portal, Visitors Center photo booth, and Visitors Center video displays.

Creates multi-media presentations.

Remains up-to-date on the latest design trends.

Maintains regular job attendance in accordance with a schedule established for the position by the supervisor.

Performs other related duties as assigned or as the situation dictates within the scope of this classification.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of business English, spelling, grammar, and punctuation.

Knowledge of and ability to operate a computer or other technology using standard or customized computer or systems software applications appropriate to the assigned tasks.

Knowledge of digital photography and photo editing software.

Knowledge of departmental policies, procedures, and regulations.

Skill in utilizing computer software used for graphic design including but not limited to Adobe Creative Suite applications.

Ability to learn and adapt to advances in computer and electronics device technology and software.

Ability to create original art designs.

Ability to post cost and work records and maintain a filing system.

Ability to prioritize and manage multiple projects and responsibilities while meeting stringent deadlines.

Ability to communicate effectively, orally and in writing.

Ability to maintain confidentiality.

Ability to establish and maintain effective working relationships with fellow employees, members of the tourism industry, and members of the general public.

Ability to adhere to safety policies, procedures, and guidelines.

Ability to sit from 76 to 100% of the time, to stand and walk from 26 to 50% of the time, and reach, bend, stoop, push and pull up to 25% of the time.

Ability to use up to thirty (30) pounds of force up to 25% of the time to move objects.

EDUCATION AND EXPERIENCE: *(The knowledge, skills, and abilities above may be acquired through, but are not limited to, the following combination of education and/or experience.)*

Associate's degree in a related field

AND

Two (2) years of experience working in graphic arts, computer graphics, hospitality or a related field

OR

An equivalent combination of education and experience.

SPECIAL REQUIREMENTS:

Must possess a valid motor vehicle operator's license from the time of appointment.

Must be available to work flexible hours, weekends, and holidays.

WORKING CONDITIONS: *(The conditions herein are representative of those that must be met by the employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.)*

Work is performed in an office setting amid normal conditions of dust, odors, fumes, and noises.

EQUIPMENT OPERATION: *(Any one position may not use all of the tools and equipment listed nor do the listed examples comprise all of the tools and equipment that may be used in positions allocated to this classification.)*

Computer
Telephone
Digital Camera

Calculator
Printer

Copier
Scanner

Previous Revision Date(s):